NRSP1 Management Committee Call AGENDA Date: 7/8/2021 Time: 1 pm ET, 12 pm CT

NRSP1 Management Committee Members	
Paula Agudelo (Chair and AA), SAAESD	
Bret Hess (AA), WAAESD	
Jeff Jacobsen (lead AA), NCRA	
William Miller (AA), NERA	
Chris Hamilton (NIMSS lead), NCRA	
Rick Rhodes, NERA	
Gary Thompson, SAAESD	
David Leibovitz, NERA	
Cindy Morley, SAAESD	
Alton Thompson, ARD	
Julie Estrada (NIMSS User), Purdue University	
Robin Williams (NIMSS User), Clemson University	
Lynn Khadiagala (PARS Office), NIFA Liaison	
Sara Delheimer (ESS Program Coordinator), Ex-officio	
Faith Peppers (NIFA Director of Communications), NIFA Liaison	
Email list: <u>nrsp1@escop.info</u>	
Committee Page: http://escop.info/committee/nrsp-1-management-committee/	ee/

Attendees: Paula Agudelo, Jeff Jacobsen, Chris Hamilton, Rick Rhodes, Gary Thompson, David Leibovitz, Cindy Morley, Alton Thompson, Robin Williams, Sara Delheimer, Faith Peppers, Austen Calzadilla, Jason Eichelberger, Chris Hamilton

Call Agenda/Notes:

- 1. Roll call and Welcome Paula, Chris: See attendees listed above.
- 2. NIMSS Report Chris
 - a. Introduction of Jason and Austen, our Clemson NIMSS Team: Chris introduced the group to Jason and Austen, our NIMSS developers from Clemson. Jason and Austen then provided the group with more background on their roles and positions at Clemson. They also told the group that they will be hiring another developer soon to work with NIMSS. Jason has taken on more of a project management role, while Austen has taken over Jason's lead developer position for the project.
 - b. NIMSS Q2 Updates (listed below)
 - c. NIMSS Plans for FY2022 to 2027 Jason, Austen: Plans for the next cycle involve a lot of behind-the-scenes updates that will improve security and generally keep NIMSS up to date and compatible with current technology and servers. They also discussed options for better and more easily integrating NIMSS with other systems, making data easier to share back and forth.
- 3. MRF Impact Program Sara

- a. Introduction of New Impact Program Student Hourly, Lea: Sara mentioned that Leas just started on the program and is an undergrad. Lea will be working with the program at least through the end of the fall semester. She is a journalism student at CSU.
- b. Impact Program Q1 Update: See the Q2 Impact Reporting Update included at the end of this document.
- 4. NRSP1 Proposal Renewal Project Plan Chris, Jeff: Chris described the Excel table created to keep track of NRSP1 renewal deliverables. All on the call were favorable of the plan.
- 5. <u>NIMSS Change Request Form</u> Chris: Chris discussed the NIMSS change request form (below) shared with the group. Gary suggested the addition of some text to let users know that not all requests will be approved. The group was favorable with the use of this form, going forward. Chris would send it on when someone makes a major functional change request for NIMSS, then the completed form would be reviewed by the NRSP1 management team as a group and approved or disapproved following group discussion. Chris indicated that it would take the burden of approval/disapproval off her and allow for team input on the suggested NIMSS change.
- 6. Other Items, as needed: None identified.

NIMSS Q2 updates:

- Updated downloadable mid term review and NRSP peer review forms
- Fixed NIFA representative persistence on project updates
- Fixed validation for station updates
- Updated NERA link in the region offices directory
- Updated midterm review form validator
- Fixed appendix management and business plan comments
- Fixed the process of sending emails when creating a meeting for a project
- Added a warning message to the create meetings form for projects that do not contain an approved SAES report

NIMSS Change Request Form

Please complete this form and submit to <u>christina.hamilton@wisc.edu</u>. Major NIMSS change requests will be reviewed by the NRSP1 management committee prior to approval for implementation. Major requests requiring creation of a new or modified function must clearly show how it will benefit multiple users or stations and not have a simple, alternative solution. Please be aware that not all requests will be approved.

Requested by:	Date:	
Station Affiliation:		
Briefly describe your role with NIMSS:		
Will implementing this change affect more than one station or user? (Y	N Linsuro):	
Describe Change Requested (attached screenshot for clarity, if possible):		
Describe Change Requested (attached screenshot for chanty, it possible).		
Reason for Change (briefly describe the issue and attach a screenshot, if possible):		
Impact of Change (describe how this change will benefit many users/stations):		
Other Comments/Justification for the Change:		





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IMPACT STATEMENTS



6 Impact Statements produced (S1066, NCERA197, NC1184, NE1501, NE1545, NC1187).



Faith and Sara introduced MRF Impacts to communicators during two NIFA Town Halls. Faith also shared new Impact Statements across NIFA and used material from Impact Statements and @MRFimpacts social media in various agency talking points and presentations.

NEWSLETTER

Our first issue for 2021 was released on April 6, 2021. 50% of our contacts opened the newsletter, 11% clicked on links (the latter is higher than usual, suggesting design tweaks improved link visibility and engagement). Our most recent issue was released on June 30, so we will share performance data next guarter.

WORKSHOPS



4 Impact Writing Workshops planned: NC170 (August), WERA102 (TBD), NE1640 (September), NC1180* (December). The Southern Region opted to do 2 workshops in 2022 to accomodate preferences of the selected projects (S1069, S1077). Faith and Sara will also lead an Impact Writing Workshop for Illinois AES/Extension** faculty.

*This project was selected randomly to receive "extra" workshop this year.

**The University of Illinois will reimburse travel costs.

TEAM _____

Lea Wolff will join the MRF Impacts team on July 1 as our new Social Media Manager. Lea is an undergraduate student in the Journalism and Technical Communication program at Colorado State University.

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts. In Q2, we highlighted National Safety Month, Pollinator Week, National Dairy Month, National Hamburger Month, National Egg Month, Earth Day, and more.



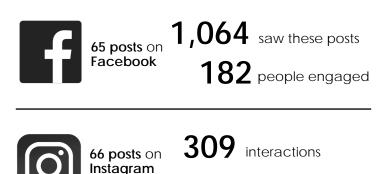
243 likes 154 retweets/replies

88 tweets

217 clicks on links to view/read the Impact Statement

74,400 people received our tweets in their Twitter feeds or search results

These numbers are some of our highest ever for a single quarter!



average accounts 500 reached/month

WEBSITE -



1:25 minutes/session 1.84 pages/session 1.41 sessions/user

CONTACT US

- @MRFimpacts
- mrfimpacts.org mrfimpacts@colostate.edu